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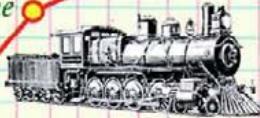
Invention of the Automobile



Invention of the Telephone

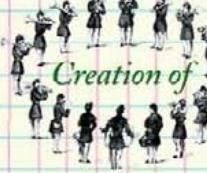


Invention of the Railroad



The Industrial Revolution

Development of International Trade



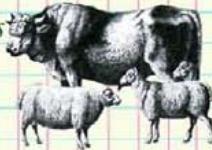
Creation of the Theater

Exploration of the Seas



Invention of Writing

Domestication of Animals



Discovery of Fire

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MAD

FEBRUARY 1998 NUMBER 366

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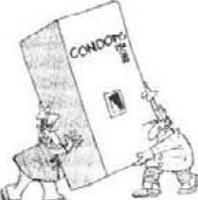
Contributing
Artists And Writers
the usual gang of idiots

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"If medicine isn't an exact science, how come they
always know exactly how much to charge you?"

— Alfred E. Neuman



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FRONT COVER ARTIST: MORT DRUCKER

FRONT COVER BORDER ARTIST AND WRITER: JOHN CALDWELL

HOW TO TALK TO YOUR KIDS ABOUT DRUGS PHOTOGRAPHER: IRVING SCHILD

HOW TO TALK TO YOUR KIDS ABOUT DRUGS WRITER: J. PRETE

1-900-BAD-PIKZ PHOTOGRAPHER: IRVING SCHILD

1-900-BAD-PIKZ WRITER: JOHN CALDWELL



DEPARTMENT
LETTERS • AND • TOMATOES

THE FLAWS OF PHYSICS

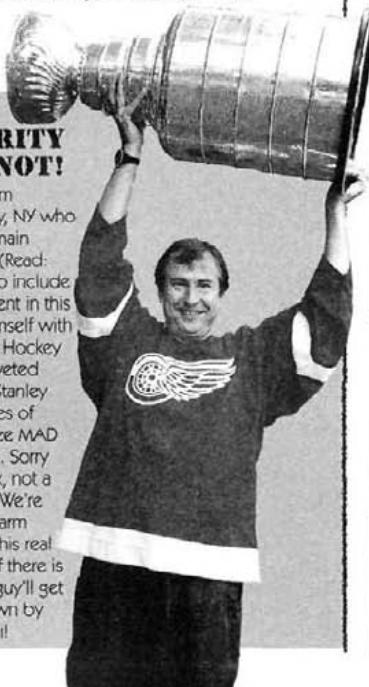
In "Dreaded Medical Conditions of Our Times" (MAD #360) it said: "Until recently, the only thing you had to worry about while waiting at a red light was whether the moron behind you would stop before smashing your car and sending you through the windshield." Has MAD decided to completely ignore Newton's Laws? You'd be sent through the windshield if you had a head-on collision, not a collision from the back.

Ron Barak
Haifa, Israel

Ronnie — Your letter prompted us to recreate the car crash on which the cartoon was based. We contacted longtime MAD artist and writer John Caldwell (who was rumored to have worked his way through college as a crash test dummy) to conduct the reenactment. Caldwell's report is as follows: "Huh, what? I think my head is bleeding, stop the bleeding man, stop it. Hey, is that a piece of my brain on the radio?" Based on Caldwell's disturbing report we'd like to remind our readers to buckle up for safety! —Ed.

CELEBRITY SNAP, NOT!

A reader from Schenectady, NY who chose to remain anonymous (Read: Too dumb to include his name!) sent in this photo of himself with the National Hockey League's coveted trophy, the Stanley Cup, in hopes of winning a free MAD subscription. Sorry hockey puck, not a chancery P.S. We're betting the farm those aren't his real teeth! P.S. If there is a God, this guy'll get mowed down by the Zamboni!



THE SPICE GIRLS OF LIFE

I am upset! I just read your Spice Girls issue (MAD #363) and I can't believe your opinions of them! You said that not one of them can sing or dance. WRONG! They are all multi-talented and beautiful. There is nothing wrong with them. So they like to have fun, BIG DEAL!

Chris Hayner
Stockton, CA

Chrissy — They like to have fun? Ok, so why don't you invite the Spice Girls over to your house out in Stockton? Ooo yeah, we can see how fun that night would be! While one of them bores the crap out of you with her opinions of Bill Clinton, another could be pinching your father's buttocks, while the other three take turns urinating on your mother's house plants. Ooo yeah, sounds fun! Quite frankly, we'd rather spend an evening with longtime MAD artist and writer John Caldwell, after the crash. Zigzag fa fa fa! —Ed.



ALFRED E-MAIL

The adjustable wood clamp is a versatile tool used primarily in furniture construction. The two jaws can be adjusted to a variety of angles that are useful in holding various parts of furniture frames together while the glued joints are drying...in case you were wondering.

PoetsAssn@aol.com

Poets — What the hell are you talking about? By any chance were you a crash test dummy with longtime MAD artist and writer John Caldwell? —Ed.

ATTENTION SUBSCRIBERS!

For all subscription-related matters (including change of address) in the U.S. and Canada, please call 1-800-4 MAD MAG or write P.O. BOX 59245, Boulder, CO 80392-2345! Please DO NOT phone, write, fax or E-mail our New York office — we're too dumb to help you there!

MAD #367 ON SALE
FEBRUARY 17!

THE HEIGHT REPORT

In the ad for the "Ab-Terrorizer" (back cover MAD #362) you forgot to mention that those seven reps can reduce your height by inches! At first, the two individuals in the ad's photos look approximately the same height — but if one looks closely, they will see that the person in the "before" picture is hunched over, while the person in the "after" picture is standing straight. To increase the illusion of sameness, someone combed the fellow's hair up into a spiky 'do for the "after" shot, adding maybe half an inch to his height. It looks like someone is covering up the undesirable side-effects of vertical shrinkage caused by this product.

Joe Wilson
Flagstaff, AZ

"Vertical shrinkage"? Good catch Joey-Joe, but you missed the digitally enhanced Speedo! —Ed.

MAD MUMBLINGS @aol.com

Every now and then I have this urge to read your magazine. But I usually go and eat an apple instead. — NutForever...Do you know where I can get cheap, wholesale zars? — AC WOLF...Don't you hate it when you run out of clean socks? — BColeman4...Why couldn't I have subscribed to a NORMAL magazine? — RubinBRLA...I have a secret army of potatoes ready to strike at any moment — AAZweird...This magazine is the bomb! — Paco17033...Did Noah have litter boxes on the ark, or did he just send all the animals to the poop deck? — KngUvHarts.



THE DEFazio FAMILY GOES MAD

Our whole family reads MAD. We keep it in the bathroom. What does that tell you?

Marion DeFazio
Justus, PA

Maid Marion — It tells us that the DeFazio family should be very careful when moistening their fingers to turn the pages! —Ed.

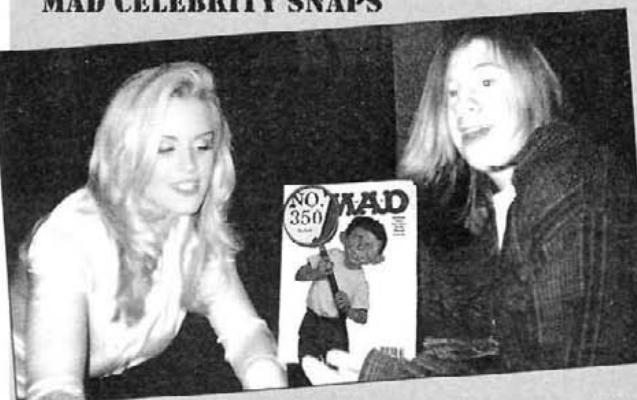
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MAP CELEBRITY SNAPS



Note to readers: Don't you wish you were a fly on the wall to hear the scintillating conversation between Jenny and this intellectual powerhouse? Since Jenny is not holding the issue, we're sending Robbie a one-year subscription and to Jenny we send our deepest condolences! (Ditto Robbie's parents!)

When my parents cut off my subscription I needed a plan to get MAD free again, so I went and saw Jenny McCarthy. Eventually I forgot about it and started buying MAD again. But now I'm going to get a free subscription. By the way, they cut me off because my grades sank drastically.

Robert Hocker
South Bend, IN

"THE CHELSEA E-MAILS"

In "The Chelsea E-Mails" (MAD #362) why did you draw Bill Clinton's nose so big? Is it *really* like that?

James Wyles
West Monroe, LA

Jimmy — That drawing was based on eye-witness accounts from sworn testimony given by Paula Jones. Oops! Wait a minute...Oh never mind! —Ed.

Your Chelsea E-Mail story (MAD #362) was a really cheap shot. Exactly what did Chelsea Clinton do to deserve such a low blow? I'll tell you: nothing! So she is starting college? So what? She's just trying to live as normal a life as possible (being the President's daughter). Now don't get me wrong. I'm not exactly a fan of the Clinton administration. I thought your "Clinton Bashing" issue (#361) was great. But making fun of an innocent bystander is going too far. I don't remember you guys making O.J.'s kids the butt of your jokes. The Clinton crew has given us tons of material to work with. Leave the kid out of it.

William Rickman
Northridge, CA

Billy-boy — To the best of our recollection we didn't take shots at Chelsea and we won't do it again. There is no controlling authority and we broke no laws. It was a simple mix-up and we will be happy to answer any questions the Attorney General may have. —Ed.

HOW TO REACH US

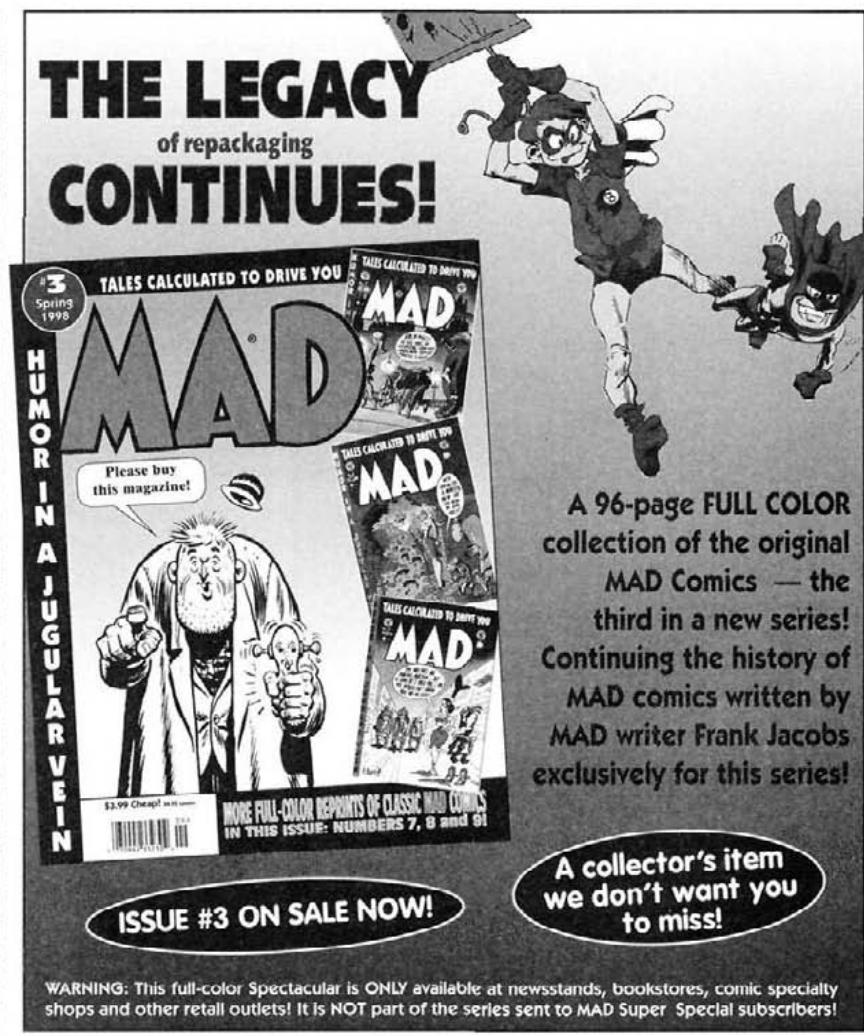
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1700 Broadway, New York, New York 10019. MAD wel-
comes reader submissions. Manuscripts will not be
returned or acknowledged, however, unless they are
accompanied by a self-addressed, stamped envelope!

CATCHING A CODE

What the heck does SNIH ORP QV mean? This phrase was in Spy Vs. Spy from issue #363. It was in Morse Code and when decoded it read SNIH ORP QV. Was it supposed to say that or was it just another screw up by Godfrey?

Travis Colby
Nashville, TN

—Fd



A 96-page **FULL COLOR**
collection of the original
MAD Comics — the
third in a new series!
Continuing the history of
MAD comics written by
MAD writer Frank Jacobs
exclusively for this series!

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we don't want you
to miss!**

WARNING: This full-color Spectacular is ONLY available at newsstands, bookstores, comic specialty shops and other retail outlets! It is NOT part of the series sent to MAD Super Special subscribers!

They are the men of the squared circle — this era's modern gladiators. Each night they prepare for war, ready to engage in a titanic struggle of good versus evil! No move is too vicious, no tactic too unscrupulous! If only the whole thing wasn't a giant, pre-rehearsed, bogus, phony FAKE! Anyway, here's MAD's look at...

PRO WRESTLING BY THE NUMBERS

ARTIST: MORT DRUCKER
WRITER: DESMOND DEVLIN



SECOND -biggest breasts in wrestling: Sunny

FIRST -biggest: Yokozuna



Number of white-frosted birthday cakes shown on TV, in all the history of pro wrestling, that ever ended up being eaten and enjoyed by their intended parties: **0**



Number of times Ric Flair has said the word "Woooo!" in interviews: **43,877**

Number of times Ric Flair has said the word "Bosnia-Herzegovina": **1**



The number of genuine NCAA college wrestling championships won with the following holds:

Full Nelson: **14**

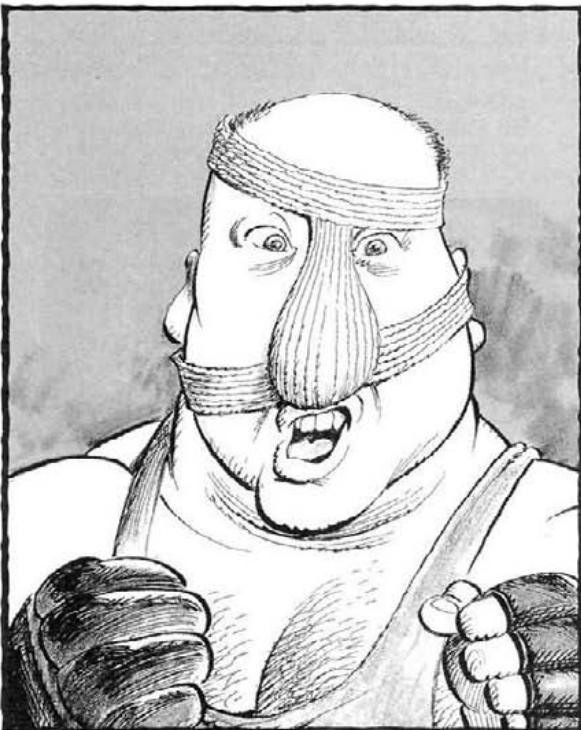
The Heart Punch: **0**

The Big Leg: **0**

The Scorpion Deathlock: **0**



How long it would take Ahmed Johnson to coherently pronounce this 14-word sentence: **5 weeks**



How many times the Ultimate Warrior has died so far, according to gibbering rumor-meisters on the Internet:

234... no,

237...

238...

wait...

The number of times Vader has accidentally mixed up his leather face mask with his jock strap: **4**



PRO WRESTLING BY THE NUMBERS



Highest
wrestling salary:
Hulk Hogan,

#1:

Bret Hart,
#2:

The guy who
manufactures
breakable
tables & chairs,
#3



How many symphonies Ludwig van Beethoven
would have written, if he had known that his
9th Symphony would be used to introduce
Hunter Hearst Helmsley: **8**



The number
of times WCW
security
has *actually*
made things
more secure:

0

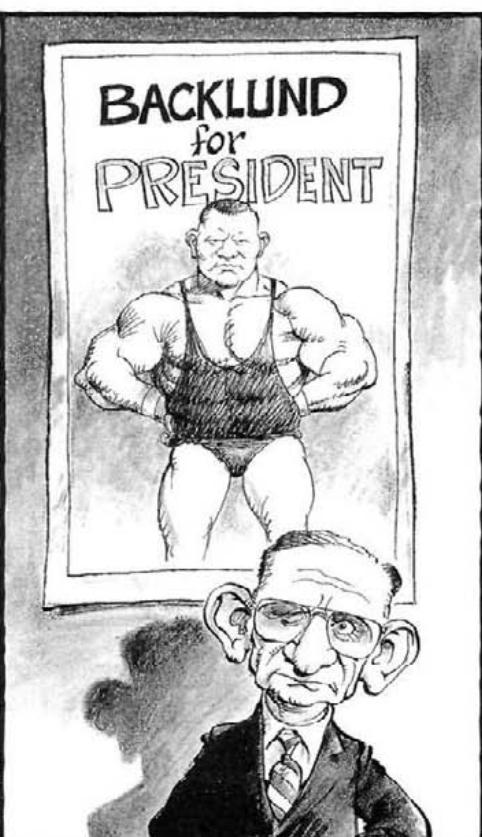


The number of times Gorilla Monsoon
will see Halley's Comet (est.): **3**



The number of opponents destroyed by Hulk Hogan in his career: **132**

The number of film investors destroyed by Hulk Hogan with *No Holds Barred*, *Suburban Commando*, *Santa with Muscles*, and *Mr. Nanny*: **141**



How many states gave a plurality of votes to Mister Bob Backlund in the 1996 Presidential election: **0**

How many states gave a plurality to H. Ross Perot: **0**

How much more money it cost Perot to accomplish exactly as much as Backlund: **\$23,765,950**



The percentage of people waving signs on Monday Night Nitro who own a spell-check: **14%**



How many different types of fluids you can expect to be splattered with, if you have front-row seats at an ECW show: **5**

MONROE &...

Will Cupid's arrow of love pierce our hero Monroe's heart,
or will it just puncture his pancreas?



VALENTINE'S DAY





ATTENTION SUPER BOWL BETTORS!!

CALL TANK "MR. POINT SPREAD" BUFFNEY'S 1-900-BAD-PIKZ

**THE ONLY FOOTBALL HANDICAPPING
SERVICE THAT GUARANTEES A PROFIT!**

**THAT'S
RIGHT!**

When callers like you are shelling out \$7.99 per minute for Tank Buffney's "inside information," good ol' Tank's *guaranteed to make a profit!* In fact, Tank makes so much money, he uses \$100 bills to light the charcoal briquettes every year at his Super Bowl barbecue!

6 Great Reasons To Call Tank "Mr. Point Spread" Buffney's 1-900-BAD-PIKZ:

① TANK HAS VALUABLE EXPERIENCE

Besides 1-900-BAD-PIKZ, Tank "Mr. Point Spread" Buffney also operates Tank "The Mystic Man" Buffney's Psychic Hotline, Tank "Buns O'Steel" Buffney's Ab Exerciser mail-order warehouse and Tank "The Market Wiz" Buffney's Heating Oil Futures Investment Plan! All of Tank's services are aimed directly at the same kind of self-motivated "entrepreneurs" who are at this moment climbing over each other to call...1-900-BAD-PIKZ!

② THE BOOKIES HATE TANK'S GUTS

And who can blame them? After all, they can do time in the slammer for accepting your bets, while he remains borderline legal by giving you betting advice that's for "amusement purposes only." Hey, what you do with it is your own business! So to "amuse" yourself, pick up the phone and call...1-900-BAD-PIKZ!

③ TANK HAS THE INSIDE SCOOP

One of his ex-clients is a busboy at a sports bar that's a mere 112 miles from the Dallas Cowboys' Winter Training Facility! Tank's

sister knows someone who dated Brett Favre's cousin! And Tank himself has a signed picture of Keith Olbermann! (Photo not authenticated.) It's contacts like these that make Tank who he is today! Call him now at...1-900-BAD-PIKZ!

④ TROY AIKMAN! DAN MARINO! STEVE YOUNG!

These are just a few of the NFL superstars Tank is trying to convince to throw games for him! Of course, he'd have a lot more money to bribe them with if only you'd call...1-900-BAD-PIKZ!

⑤ NOBODY BEATS TANK'S RECORD

Tank is an amazing 47-4 against the spread in picking Super Bowls — an incredible number when you consider only 31 Super Bowls have been played! And speaking of numbers, isn't it time you called Tank at...1-900-BAD-PIKZ!

⑥ EXCLUSIVE WAGERING INFORMATION YOU WON'T FIND ANYWHERE ELSE

Did you know: Teams boasting a majority of their drug convictions on the defensive side of the ball beat the spread an astounding

50.1% of the time? **Did you know:** Teams named after furry animals bury the opposition by an average of three points when featuring a place-kicker of Eastern European descent?

Did you know: The team that wins the coin toss on artificial turf is an astounding 11-2 against the point spread when staying at a Hyatt Regency hotel? You'll get dozens of other tips as useful as this when you call...1-900-BAD-PIKZ!

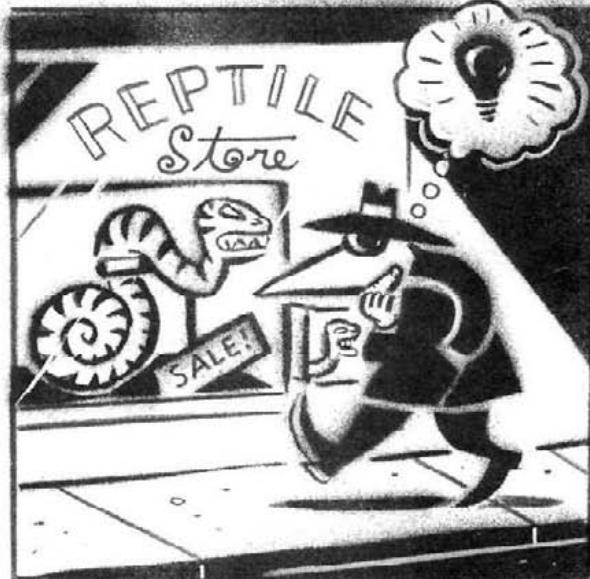
CALL
1-900-BAD-PIKZ!

FIRST THREE
MINUTES FREE!*

* Includes the three
minutes you spent
before dialing
1-900-BAD-PIKZ!



*Millions of
dollars will be
made on the
Super Bowl
this year. Call
Tank "Mr.
Point Spread"
Buffney NOW
to make
sure he gets
his piece
of the pie!*



SPY VS SPY





**ANIMAL RITES DEPT.**

Here's a quick
primer on life:

You're born, you grow up,
you get married, you have a kid,
the kid nags you to buy him a pet,
you buy the pet, you feed the pet,
you walk the pet, you bathe the pet,
the pet grows old, the pet dies,
and you get to experience the
"joy" of comforting your child
when his beloved Sparky goes
to that great doghouse in the sky.

But at least when that day
comes, you'll be prepared
because you know all the...

APPROACHES TO AVOID WHEN YOUR CHILD'S PET DIES

**TECHNICAL**

Run over by a car? Really? Where?
On a county road or the interstate?
Near an exit or at the median?

**COMEDIC**

So, Blackie used up his nine lives,
eh? That's a real CAT-astrophe!
If she were still alive, that'd be
PURR-fect! Ya get it? PURR-fect?

**OVERLY SYMPATHETIC**

The hamster! Why the
hamster for God's sake?!
Why not Grandma?!



ARTIST: LESLIE STERNBERGH

WRITER: JEFF KRUSE

NOT PAYING ATTENTION



DR. SEUSS-LIKE



NOSTALGIC



SARCASTIC



IGNORANT



RELIGIOUS

If only Brownie had been a more obedient dog! Maybe then he would still be alive and not burning in the eternal flames of Hell right now!



ULTRA-PERKY



PRETEND NOT TO HEAR



CHANGE OF SUBJECT



MATTER-OF-FACT



DOOM AND GLOOM



BLATANTLY DISHONEST





Every year thousands of high school students go on the college tour circuit shopping for the educational institution that's just right for them. So, of course, colleges put on their best show, hoping to sucker you into plucking down the big tuition bucks. But how can you get past their official line of bull to find out what's really going on? Easy! Just read...

COLLEGE TOURS EXPOSED!

MAD REVEALS THE LIES BEHIND THE OFFICIAL SNOWJOB!

THE BOLDFACED LIE:

Hi, I'm Randy, and I'll be your Benningham tour guide today. I love this place so much, I've volunteered to show you around our lovely campus! I can't think of a better way to spend a Saturday morning!

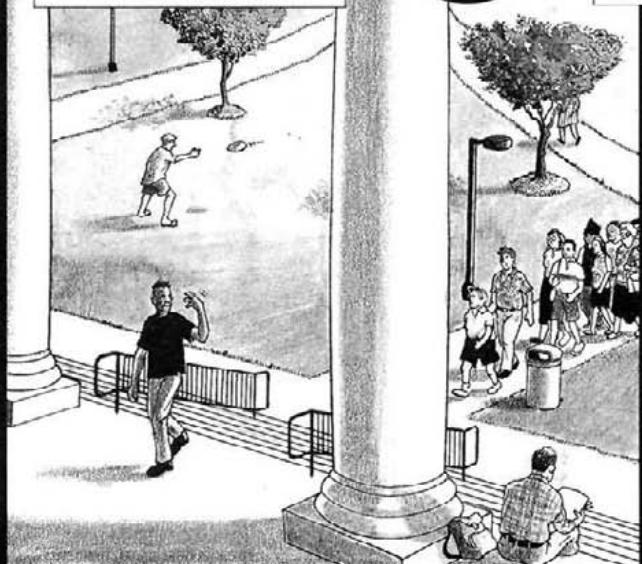
THE HARD TRUTH:

Hi, I'm Randy, and like every other student here, I hate this dump. The only reason I'm doing this is so I can put "Student Volunteer Guide" on my résumé, which looks better than "Sat Around The Frathouse, Drank Beer And Beat Up On Pledges." Believe me, I'd much rather be in bed sleeping off this %@&ing hangover!



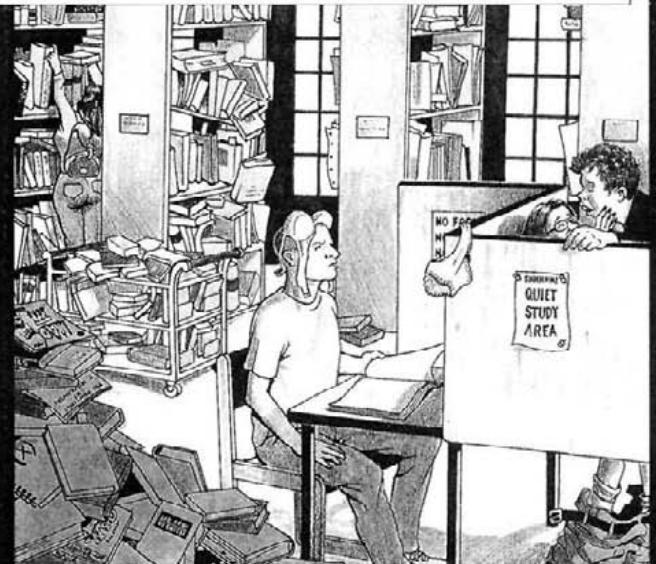
THE BOLDFACED LIE:

The vintage stucco building straight ahead is our main library. With over two million books, you'll find it an invaluable resource for your academic growth!



THE HARD TRUTH:

Of the two million books in our overcrowded, rundown library, only 12 of them are relevant to what you'll be studying. Of course, you won't be able to find a single one of them, because your dweeb classmates will have the exact same reading lists and will horde ALL the books you need for the entire semester. The main thing students use the library for is having sex in the empty cubicles!



THE BOLDFACED LIE:

Here's our bookstore where you'll find everything you need for college life at reasonable prices!



THE HARD TRUTH:

If your idea of "reasonable" is coughing up \$75 for a used, out-of-date textbook on Babylonian Agriculture, then our bookstore is the place for you!

Among the essential supplies you'll need to get through college that AREN'T for sale here are rolling papers, bongs, weed, keg taps and the always important answers to upcoming final exams!





THE BOLDFACED LIE:

If you enroll at Benningham, next fall you'll be living in the newly renovated Potter Hall, our freshman dorm. The University Housing Department carefully matches three students to each room, and roommates usually form tight, long-lasting friendships!



THE HARD TRUTH:

Roommate assignments are made randomly and with absolutely no thought whatsoever given to your personal needs by our Gestapo Dean of Housing. Violence is common. Last year Potter Hall was renovated after two feuding roommates set each other on fire over what is now known as "the Brownie Incident"!



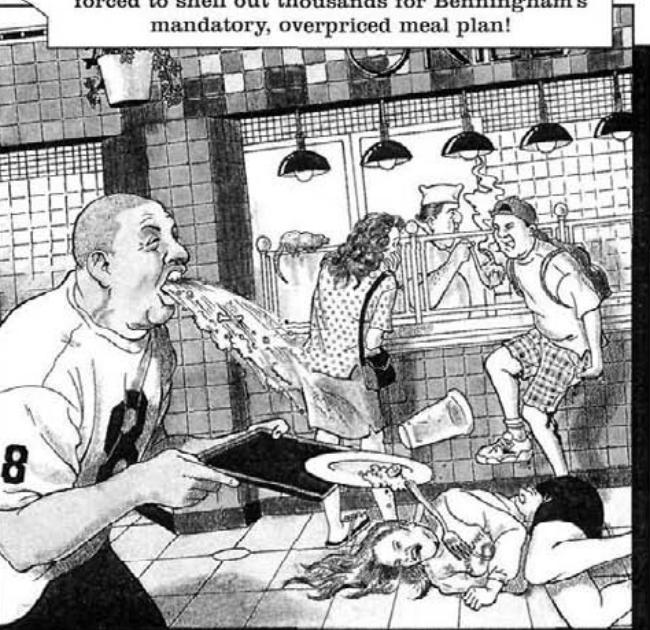
THE BOLDFACED LIE:

We're now
entering Rockman
Dining Hall where
you'll find a wide
variety of low-priced
nutritious and
delicious meals!



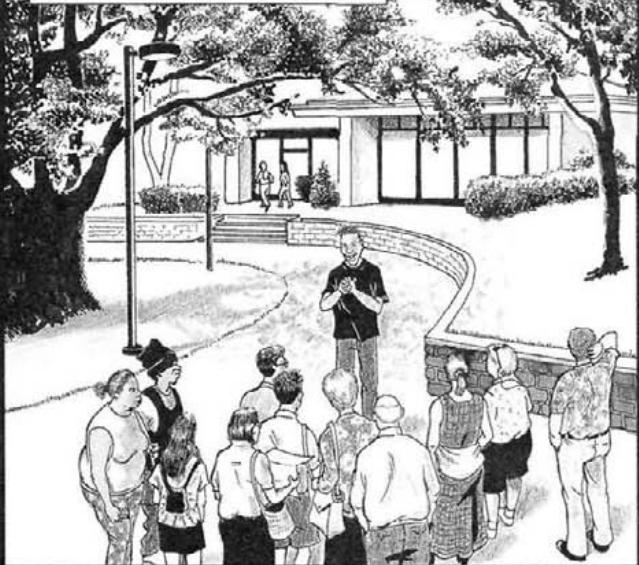
THE HARD TRUTH:

If you don't mind salmonella poisoning, stomach cramps and diarrhea, you'll love Rockman Dining Hall. For a healthy alternative, you could eat at one of the many restaurants near campus — if only you had any money left after being forced to shell out thousands for Benningham's mandatory, overpriced meal plan!



THE BOLDFACED LIE:

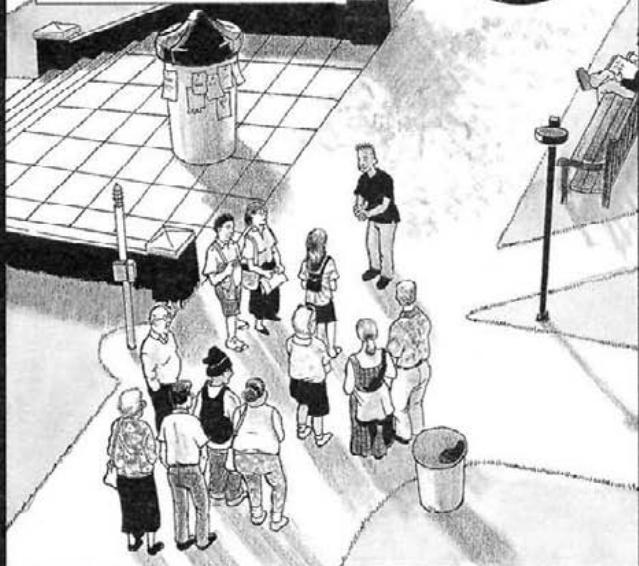
That small brick building straight ahead is The Agatha Globbitz Alumni Relations Center. It's serves as a reminder that Benningham is there for all of us long after we graduate!

**THE HARD TRUTH:**

While you're a student, the Alumni Relations Center will use you as slave labor to beg alumni for donations. Once you leave here, they will badger you relentlessly with phone calls and letters pleading for money that you don't have because you can't get a job because you were dumb enough to go to Benningham!

**THE BOLDFACED LIE:**

That ends our tour for today. I really enjoyed showing you around campus, and I hope you'll decide to attend Benningham College. Have a nice day!

**THE HARD TRUTH:**

Thank God this tour is over! I don't give a rat's ass whether you come here or not! Personally, I think you should go to the vocational school down the street. You'd save a bundle, and at least you'd be employable as an air-conditioner repairman instead of having to run off to Albania as a volunteer English Teacher. Go to hell!





Planning a little get-together, a little soiree with a few close friends? Well, before you put on the old ascot and smoking jacket and break out the French onion dip, you best check in with those experts o'entertaining. Here's...



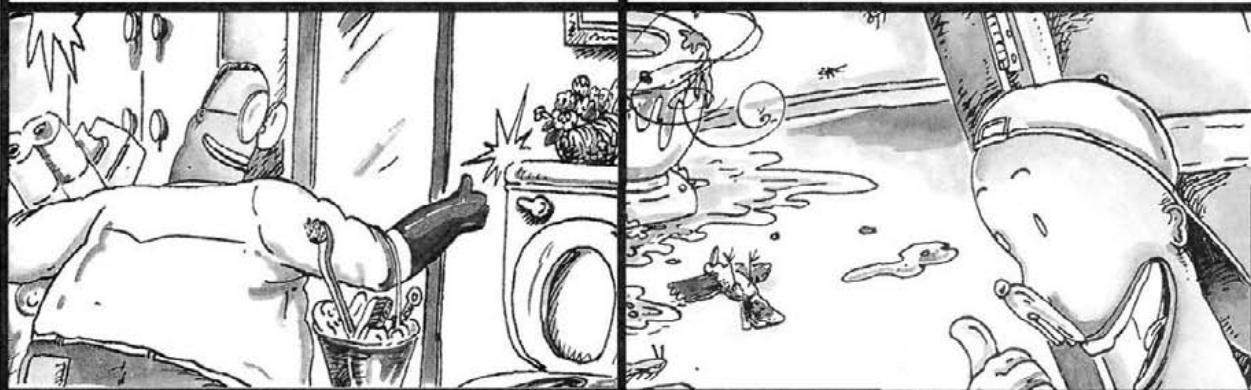
Melvin & Jenkins' GUIDE TO HOSTING A PARTY

Jenkins

keeps his bathroom sparkling clean and well-stocked with essentials for the comfort and convenience of his guests.

Melvin

warns his guests: if the canary's dead, enter at your own risk!

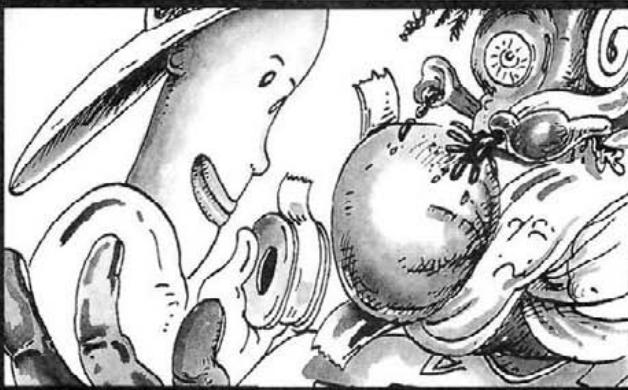


Jenkins

always offers any guest who has overindulged on refreshments a quiet place to lie down and some antacid medication, if needed.

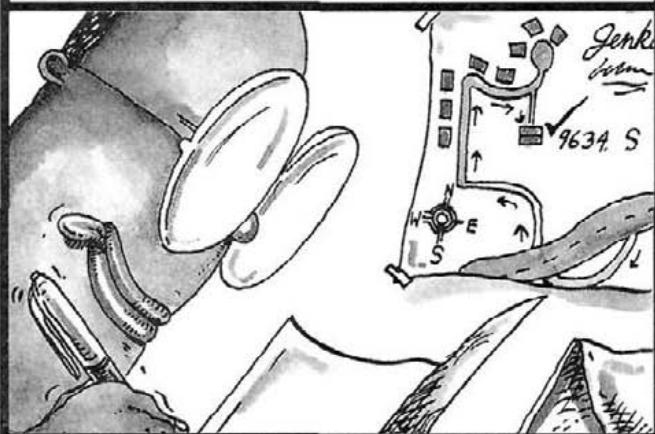
Melvin

finds that some well-placed duct tape really helps to keep the vomit contained.



Jenkins

carefully prepares a detailed map of how to get to his house, and encloses it with his invitations.



Melvin

advises any guests who can't find his place to follow the motorcycle gangs until they come to a house where people are re-enacting *Caligula* on the front lawn.



Jenkins

prepares his invitation list carefully to insure a compatible and interesting blend of guests.



Melvin

makes sure that rival gang members are invited to keep things at a fever pitch while the strippers are on their breaks.



Jenkins

makes it a point to visit with each and every guest and is more than happy to cater to their special needs or requests.



Melvin

is careful to avoid stacking passed out guests more than four deep so the ones on the bottom don't suffocate.



Jenkins

honors his guests' discriminating tastes by serving only the finest wines which have had adequate time to breathe at room temperature.



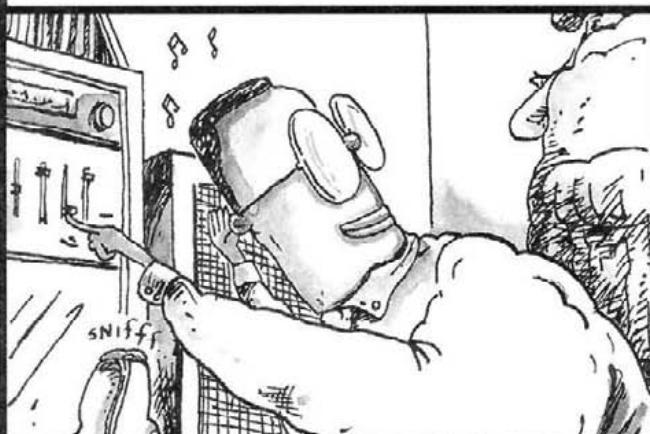
Melvin

knows that once his guests have finished all the tequila, they'll be too smashed to notice they're drinking an economical brand of paint thinner.



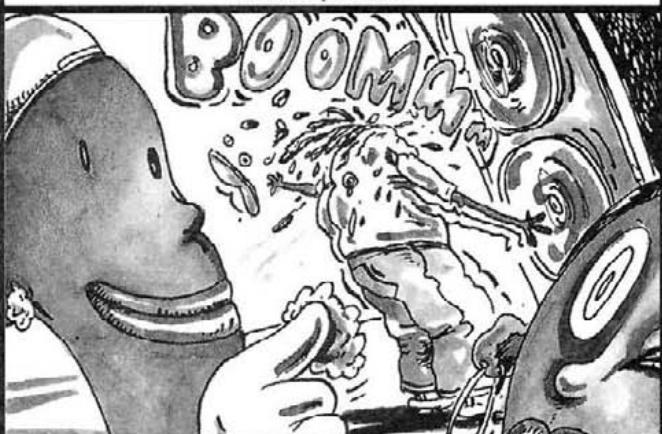
Jenkins

plays music at moderate levels to allow guests to chat without having to shout at one another.



Melvin

provides guests with wads of dryer lint to stem the flow of blood from their ears if they wander too close to the stereo speakers.



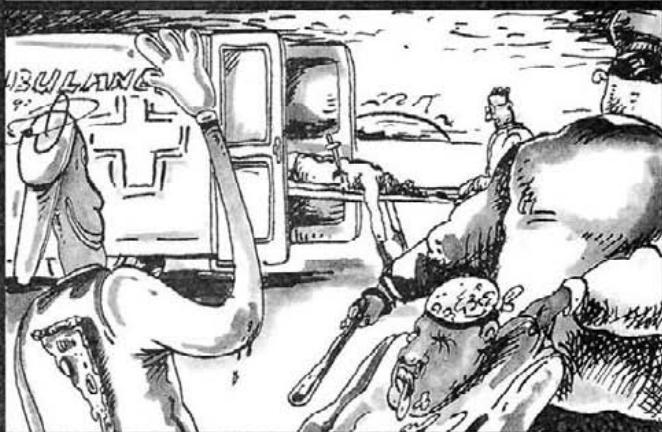
Jenkins

cheerfully volunteers to be the designated driver for the evening, to insure that his guests arrive home safely.



Melvin

never worries about his guests' means of transportation because they all end up getting hauled away in either ambulances or police cars.



HOW TO TALK TO YOUR KIDS ABOUT DRUGS.

Talking to your kids about drugs. It's probably one of the most difficult tasks that parents face today. But it's a job that must be done.

The best thing about the subject is that you don't have to do it well. You simply have to try. Your kids probably don't expect much from you anyway, given how badly your talk about sex with them went. But that's another matter and it's in the past. This is your chance to gain back a shred of the trust and respect you lost in their eyes after that debacle.

ACCEPT REBELLION.

At the heart of it, drugs, alcohol, wild hair-styles, ear-splitting music and the like is teenage rebellion – your child's way of telling you that they hate you, your lifestyle, your friends and all the

START ANYWHERE.

However you get started is up to you. But what you say and how you say it is extremely important if your conversation with your child is to be effective.

"Do you know about any of your friends or classmates doing drugs?"

"What kind of drugs?"

"Do you know where they usually buy them and how much the dealer charges?"

"How could mommy or daddy get in touch with this dealer?"



SOME DO'S AND DON'TS.

Most psychologists say what's most important when speaking to your child is that you speak from the heart. That's crap. Society's been listening to these egheads for

years and things haven't gotten one bit better. And besides, if most parents told their kid what's really in their hearts, the kid would run out of the room screaming and be horribly, emotionally scarred for the rest of their life. Where do you think serial killers and ax murderers come from, anyway?

You rebelled. They're rebelling. Problem is, you did it much more intensely and recklessly than your kids would ever dream of doing it. Which is why you have no credibility discussing topics like drugs with your kids and why they hate you so, frequently laughing at you and mocking you behind your back.

But, like we said, you have to have this talk with them about drugs so you might as well just get on with it.

DON'T GET DISCOURAGED.

When you talk to your kids about drugs, you may think nothing is getting through to them. And you're probably right. But keep at it anyway. Nag incessantly if you have to. Your parents did it to you and now's your chance to do it to your kids and to continue this disturbing family tradition.

Sometimes it can be very awkward getting started. Most parents rarely talk to their children, and when they do it's usually about something very superficial and unimportant, like what time the mall closes or missing money from a wallet or pocketbook. To get the ball rolling, try rehearsing the conversation with your spouse beforehand. Many parents have written to tell us they found this technique very helpful. Many more parents have written to say they found a tequila shot or two right before confronting the child to be even more helpful.

No, it's better if you do as little talking as possible. There's less chance to screw up and it puts more of the burden on the defensive child.

The dialogue should be open and frank. Ask your child his or her opinion about drugs. Express to your child your fears and concerns. Share with your child what it was like when you were a teen growing up, though here it's probably best if you leave out or deny any experimenting you may have had with marijuana, cocaine, hallucinogenic mushrooms, LSD and heroin.

Also, consider leaving out or denying any stories about your being expelled from school, any Grateful Dead concert you may have gone to, waking up in a bus terminal in a pool of your own vomit, drug-related traffic accidents in which one or more of your classmates or friends were killed with you behind the wheel and that whole seven-year Colombian "vacation" you took.

Above all, be honest.

We know it isn't easy, especially with your short-term memory problem. But it's important that you try. That your child knows how you feel.

And it's probably best if, when you speak to your child, you don't do it when you're stoned.

For more information about how to talk to your kids about drugs, ask for our free book, "Do As I Say, Don't Do As I Did." Call 1-800-HIPPOCRIT.

PARTNERSHIP FOR A DRUGGED-OUT AMERICA



JOCK AROUND THE CLOCK DEPT.

Here's what we'd like to know: How does ESPN fill not one, but TWO 24-hour-a-day cable channels with interesting, exciting, fun, edge-of-your-seat sports coverage? Actually, it's a trick question. They don't! As you'll see in...

A MAD Peek



Behind the Scenes at **ESPN**

ARTIST: ANGELO TORRES

WRITER: JOHN CALDWELL



AND THEY CALL IT
YUPPIE LOVE DEPT.

They're rich!
They're driven!
They're self-centered!
They're hopelessly neurotic,
profoundly out-of-touch
and deeply dysfunctional!
Let's walk a mile in their Gucci
shoes and meet the people of...

Fairview Estates

BMWs Only Beyond This Point



Kyle! Allyssa! Come into the living room! We're going to have an honest and loving discussion about human sexuality!

Your mother and I have decided that we don't want you learning about sex from the vague, impersonal information they give kids in health class!

And so, we've videotaped our lovemaking! After we watch the tape together, we'll have a meaningful dialogue!







But Ashley! I don't understand why you won't let me into your clique!

Look: Meghan has Post Divorce Trauma, Claire has Motivational Deficiency Disease, Buffy has Existential-Isolation Complex and I'm suffering from Justin-Gimelstob Syndrome!

Get a trendy disorder, and then we'll talk!

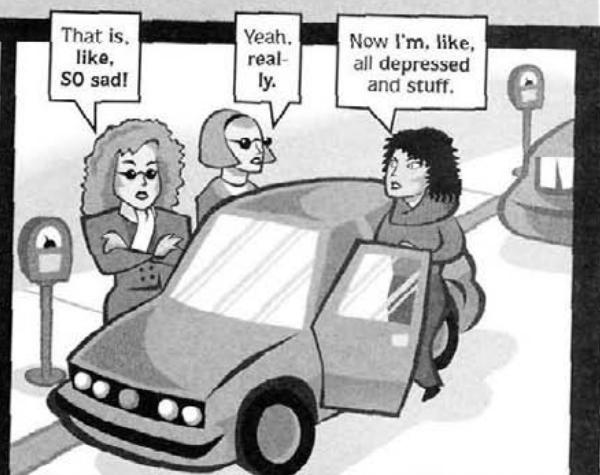


Oh, Stephie, Katie... look at that poor homeless person over there!

That is, like, SO sad!

Yeah, really.

Now I'm, like, all depressed and stuff.





GO FROM GAGS TO RICHES DEPT.

Are you always cracking jokes?

Do your friends and co-workers think you're a "laugh riot," a "naturally funny person," a "regular Sinbad"?

Then maybe it's time you gave some serious thought to an exciting career in the world of professional television humor by enrolling in...

THE CALIFORNIA INSTITUTE OF COMEDY WRITING

Don't be fooled by our imitators!

Considering Harvard? Forget it! It's a school for losers! You'd be better off going to that place Sally Struthers shills for! But if you truly want to sharpen your medulla oblongata, don't settle for anything less than

The California Institute of Comedy Writing!

We offer a variety of courses guaranteed to bring you success and fame in the professional TV humor biz!

Here's just a smattering of our curriculum:



WRITING FOR SKETCH COMEDY SHOWS

Learn the hilarious secrets you absolutely must know to write for shows like *Saturday Night Live* and *MAD TV*! You'll learn:

How To Turn One Lame Joke Into
a Recurring 10 Minute Feature,
a Full Length Motion Picture and
a Merchandising Empire!



WRITING FOR LATE NIGHT TALK SHOWS

You think Jay, Dave and Conan come up with all those brilliant quips themselves? It takes a team of comedy experts working 18 hours a day/5 days a week to write *four whole minutes* of material!

How To Mine Daily Newspapers To Inspire Original Comic Observations!

Hey Kevin, I saw in the paper that Chelsea Clinton decided to go to Stanford! That's just fine with President Clinton since Stanford is within walking distance of a McDonald's!

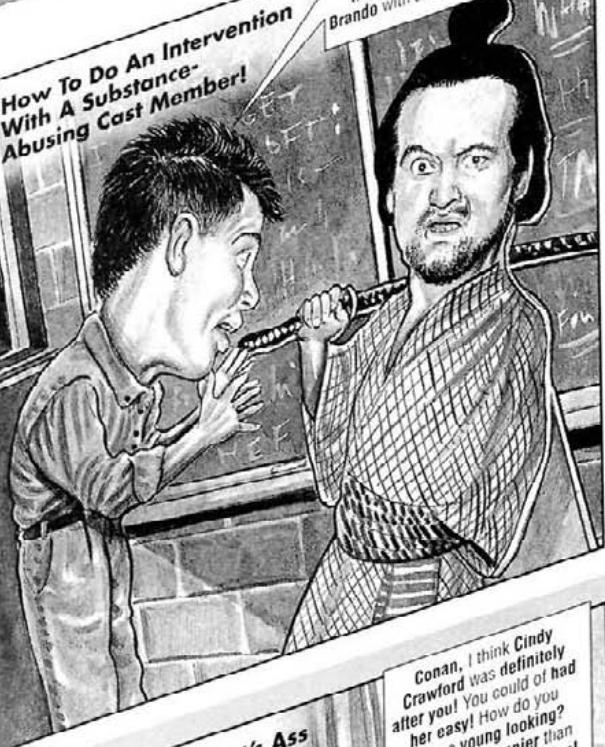
Hey Paul, I read in the paper that Paula Jones says when Clinton was governor he sexually harassed her by dropping his pants! But how could he have dropped his pants when his hands were full of French fries from McDonald's!

Hey Andy, today's paper says Bill Clinton bought off Web Hubbell by offering him a high-paying consulting job! Web's lucky! I figured Clinton would have gotten him a job at McDonald's!



How To Do An Intervention With A Substance- Abusing Cast Member!

Look, you can't do six 'ludes with a Zima chaser and not expect it to affect you! You're missing cues, your timing's off, and everyone you impersonate sounds like Marlon Brando with a mouth full of filo dough!



How To Kiss The Host's Ass (also known in the industry as "Taking up residence in Villa de Brown Nose"!!

Conan, I think Cindy Crawford was definitely after you! You could of had her easy! How do you keep so young looking? You're much funnier than anyone else on television!



How To Recycle "Quality Material!"

Hello. Vancome Lady! I'd like to buy some cosmetics for my wife!

Ooo, nooo, I don't think so!

OVER...

AND OVER...

I want to sit on Santa's lap!

Ooo, nooo, I don't think so!

AND
OVER
AGAIN!

How To Recycle Old Ideas From Previous Shows!

Well, Dave, I know it would be a radical departure for you, but why not try a Top 12 List! Or a new remote feature at Kinko's called "May We See Your Photocopies Please?" Or how about something called, "Can A Guy In A Gorilla Suit Cross The Street"?



WRITING FOR SITCOMS

Remember, touted from the highly-driven "Must See TV" to WB Space, it takes professional comedy training to write for any sitcom. Among the secrets you'll learn:

How To Turn An Ethnic Stereotype Into A "Wacky" Character!



Yes, my friends and co-workers think I'm a "laugh riot," a "naturally funny person," a "regular Simbad." Enroll me NOW in The California Institute of Comedy Writing! I've enclosed a check for \$350, a money order for \$350 and \$350 cash. I've stuffed it all in an envelope and am sending it to:

The California Institute of Comedy Writing
12 Straight Line Rd., Bombville, AZ 82725

NAME _____
ADDRESS _____
CITY _____
PHONE _____
ZIP _____

Note: The California Institute of Comedy Writing is not affiliated with The Joe Eszterhas School for Sleazy No-Talent Screenwriting Hacks.

Order today
and receive
our free 10-tape
audio cassette series,
"How To Steal
Ideas From
Your Co-Writers!"

How To Mix And Match Character Types!

Let's see, how 'bout this week we have Chandler fall in love with an uptight but lovable promiscuous Asian bisexual who dreams of being a rodeo clown!

Nah, they just had one of them on News-Radio last week!

Okay, then how 'bout an uptight but lovable bisexual-Asian-rodeo-clown-thing on an upcoming *Suddenly Susan!*

Sorry, I hear they're doing the whole bisexual-Asian-rodeo-clown-thing on an upcoming *Suddenly Susan!*

Okay, how 'bout an uptight but lovable down-on-his-luck neo-Nazi transsexual who...

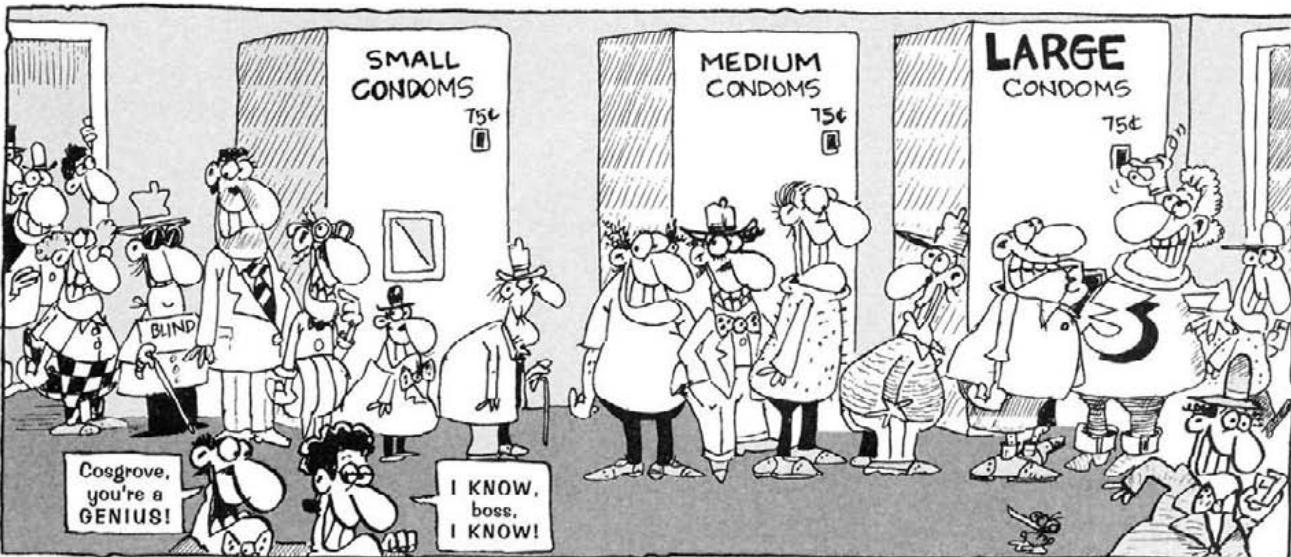
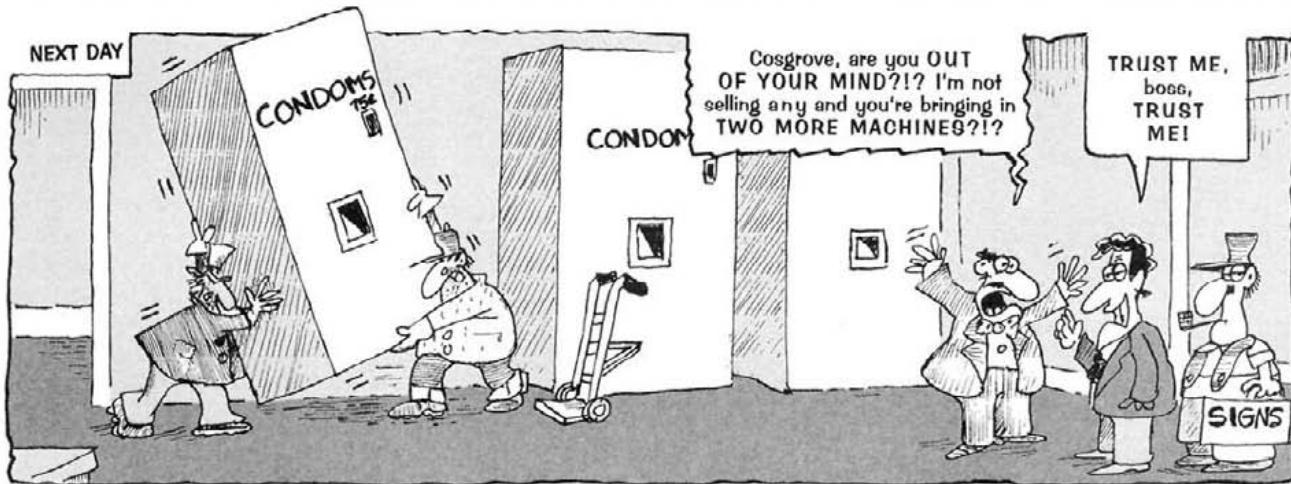
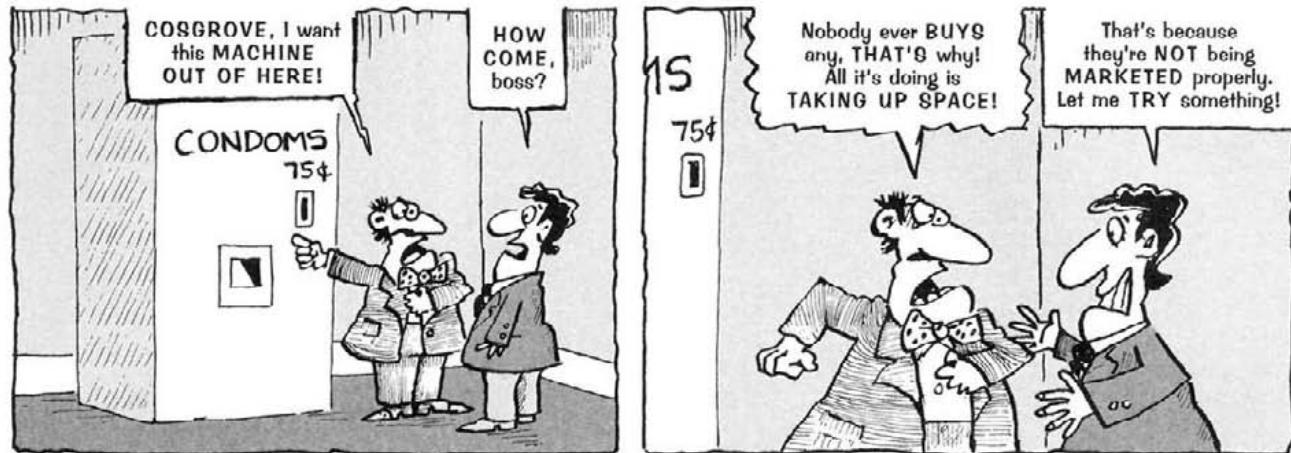


How To Recycle Ideas From Other Shows!



TALES FROM
the DUCK SIDE

THREE DAYS OF THE CONDOM

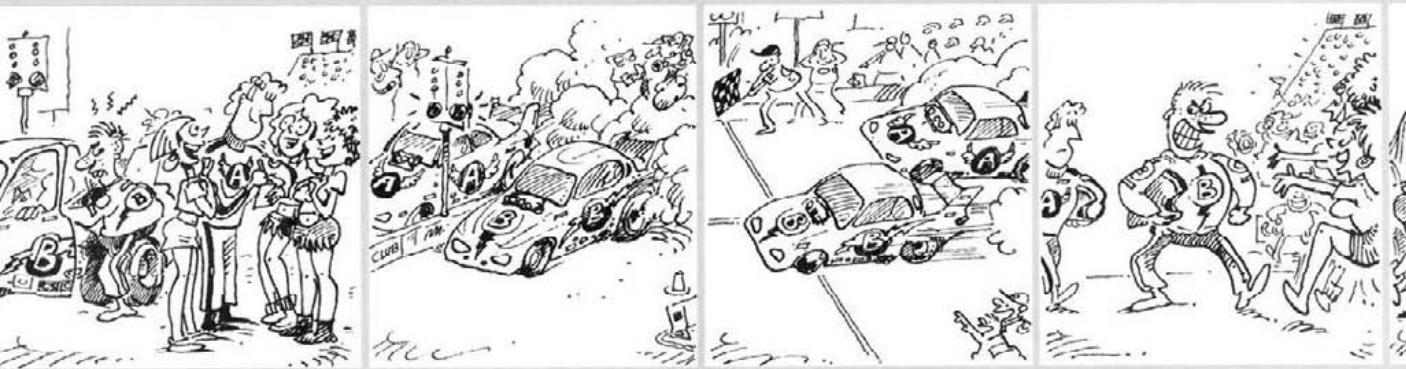




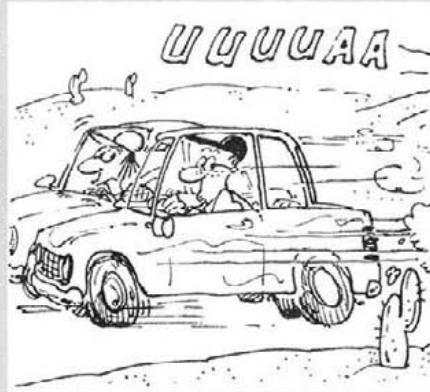
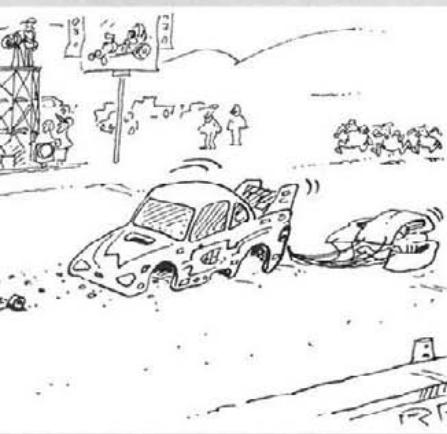
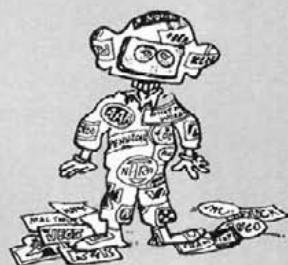
SERGE-IN GENERAL DEPT.

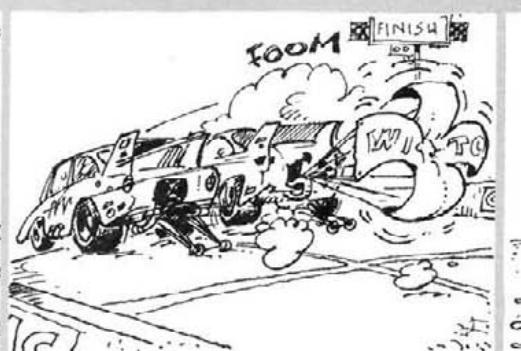
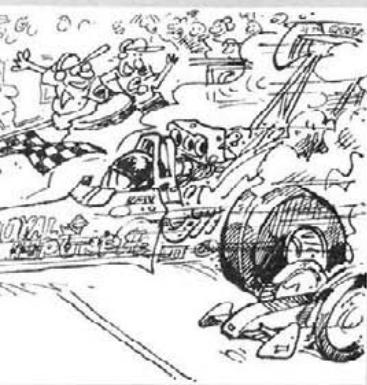
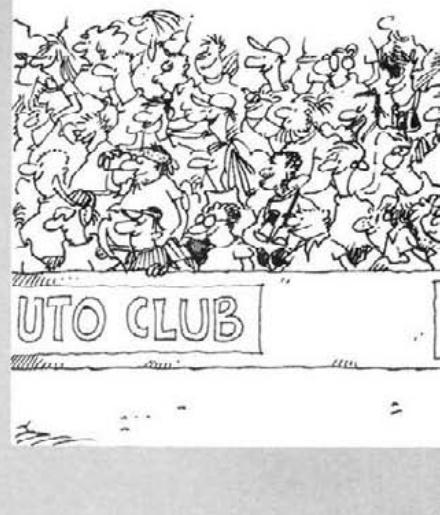
AWWAD LOOK AT D

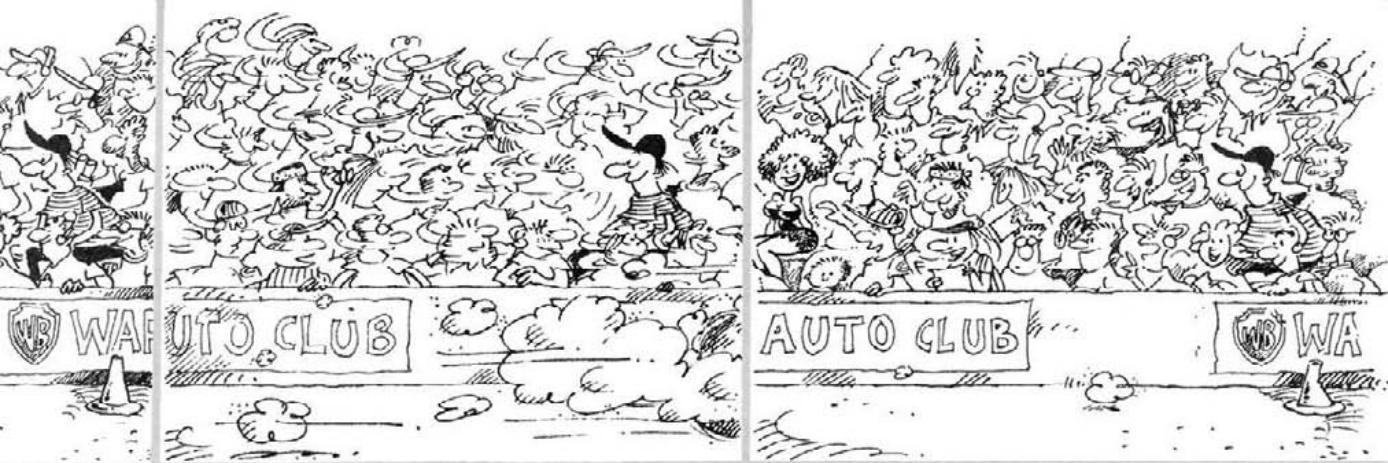
ARTIST AND WRITER: SERGIO ARAGONES



RAG RACING







Every weekend millions of Americans pick up power tools and begin demolishing their homes. They're all operating under the twisted delusion that home remodeling is a snap...a breeze...an easy, problem-free way to increase the value of their home that virtually anyone can do in their spare time. Where would they get such a preposterous notion? Mainly from watching one of those dumb home improvement shows like...

Hi, this is Bob Villa with another installment of *Home Aghast*, the show where we do three months of home renovation in 28 minutes, without ever screwing up anything!

I'm Abnorm from *New Cranky Workshop!* The real reason you never see ol' Bob screw up is because he's a helluva lot better film editor than he is a construction expert!

I'm Mean and she's Roffin from *Groan Time!* We work even faster than Bob on our show! Last week we built a 45-story office building in 27 minutes! But *only* the building!

Yeah, it took another 27 minutes to add electric, plumbing, elevators and 45 floors of carpeting and furniture!

I'm Grieve Thomas, host of *This Old Sawhorse!* Sears Craftsman Tools hired Bob and gave him a syndicated show and big bucks! I inherited his old "on the cheap" PBS show! I wish some huge company would give me an endorsement contract and show of my own! What does Bob have that I don't, except maybe a personality! And a dash of charm, a pinch of wit and a sprinkle of knowledge — Hey, maybe my fortune lies in hosting a cooking show!





BOB VILLA'S HOME AGHAST

ARTIST: SAM VIVIANO WRITER: DICK DEBARTOLO

On today's show, we keep it simple as we convert an old church to a new supermarket, pave over a forest, make a front porch out of solid granite and visit historic Levittown! Then, in the second half of the show, we'll see how sawdust is manufactured and how to build a very small swimming pool in an old Chevy convertible!

We're in historic Levittown, at the former church known as Our Lady of Perpetual Repair Bills! Carl, why did you decide to convert an old church to a supermarket, instead of building one from scratch?

For openers, Bob, the foundation seemed strong and the plumbing was fixable! Also I'm of a different denomination, so gutting *their* church was a real treat for me!



This old church was constructed totally of wood! I see a lot of termite damage! That calls for special measures, doesn't it?

Sure! It calls for ten coats of cover-all paint! We need a thick enough coat to cover the termite damage until the check for this renovation clears and I'm in another state, working under a different name!

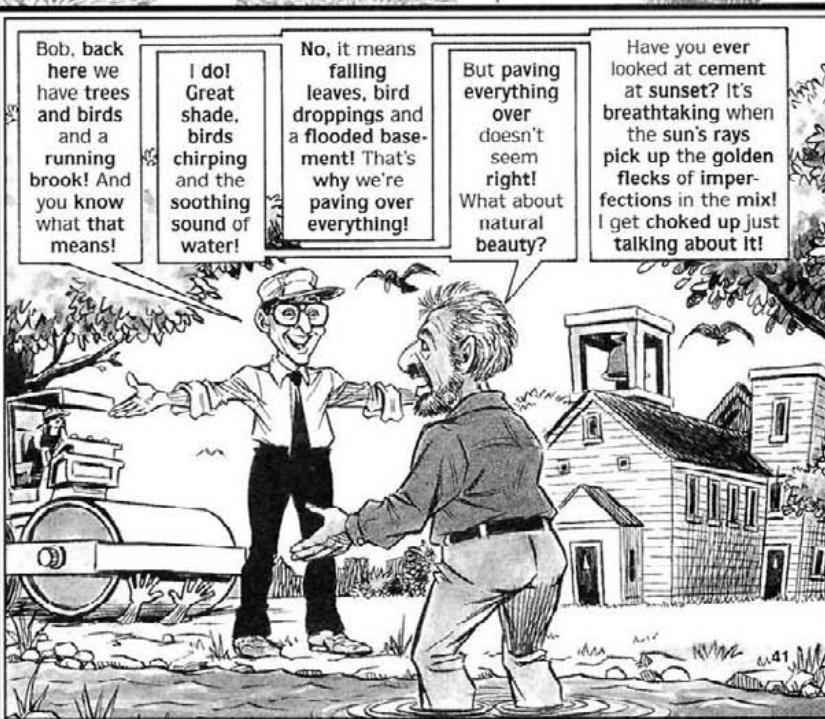
Bob, back here we have trees and birds and a running brook! And you know what that means!

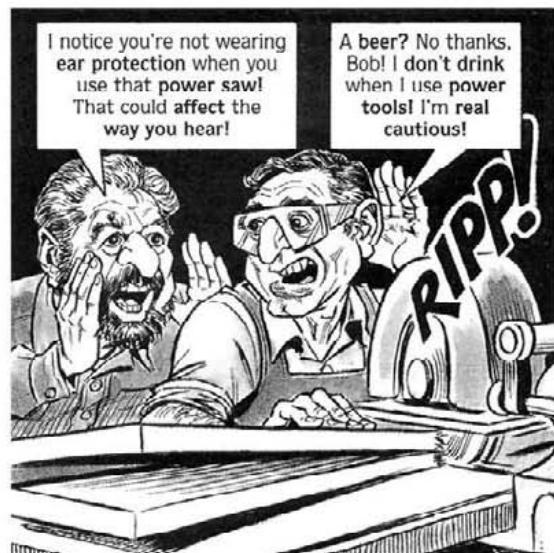
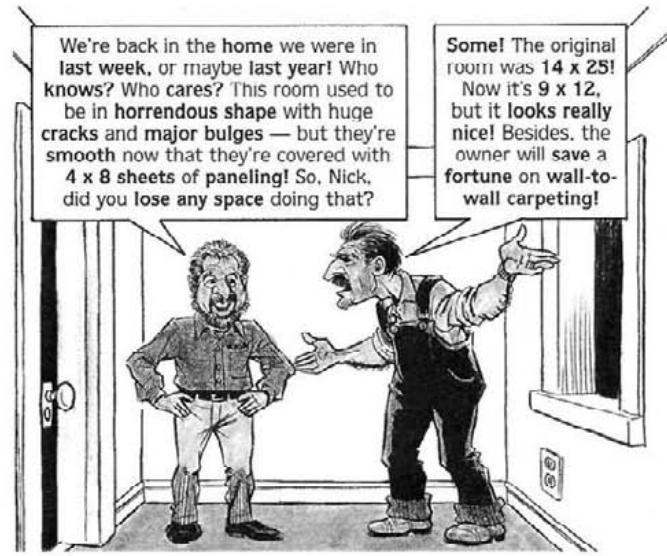
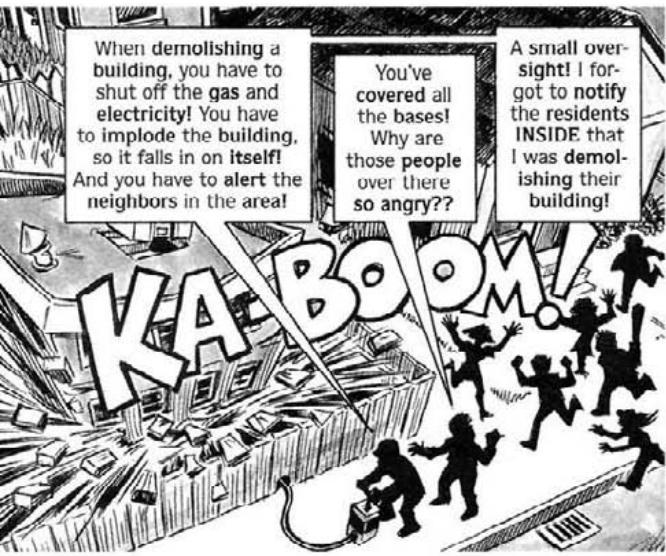
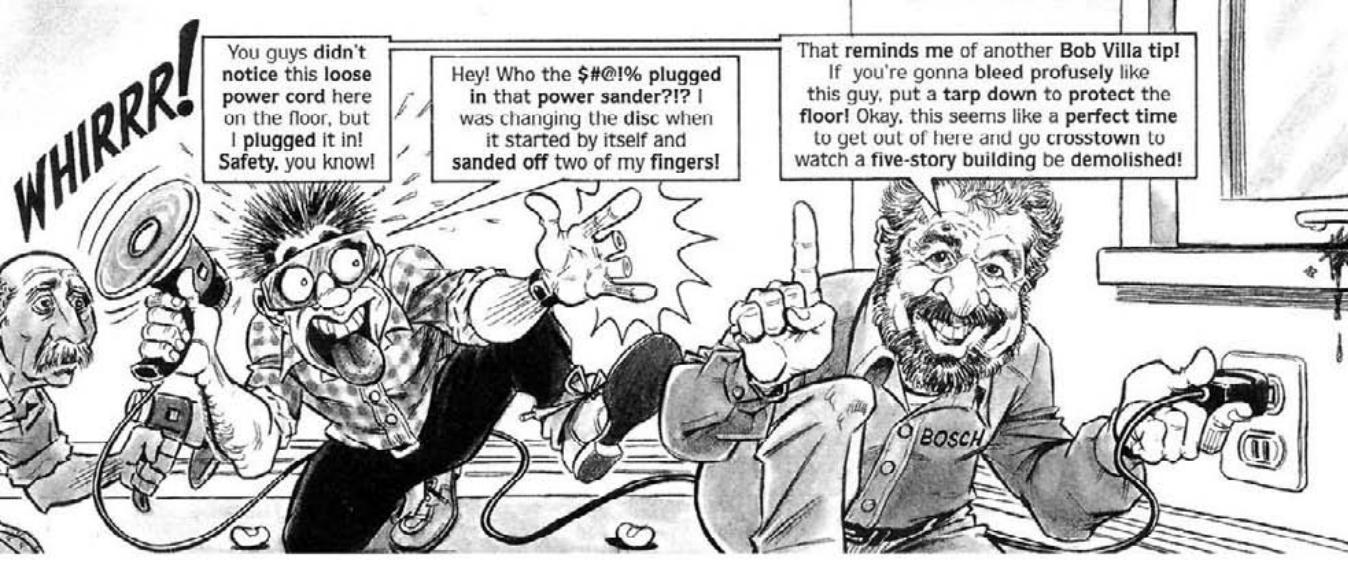
I do! Great shade, birds chirping and the soothing sound of water!

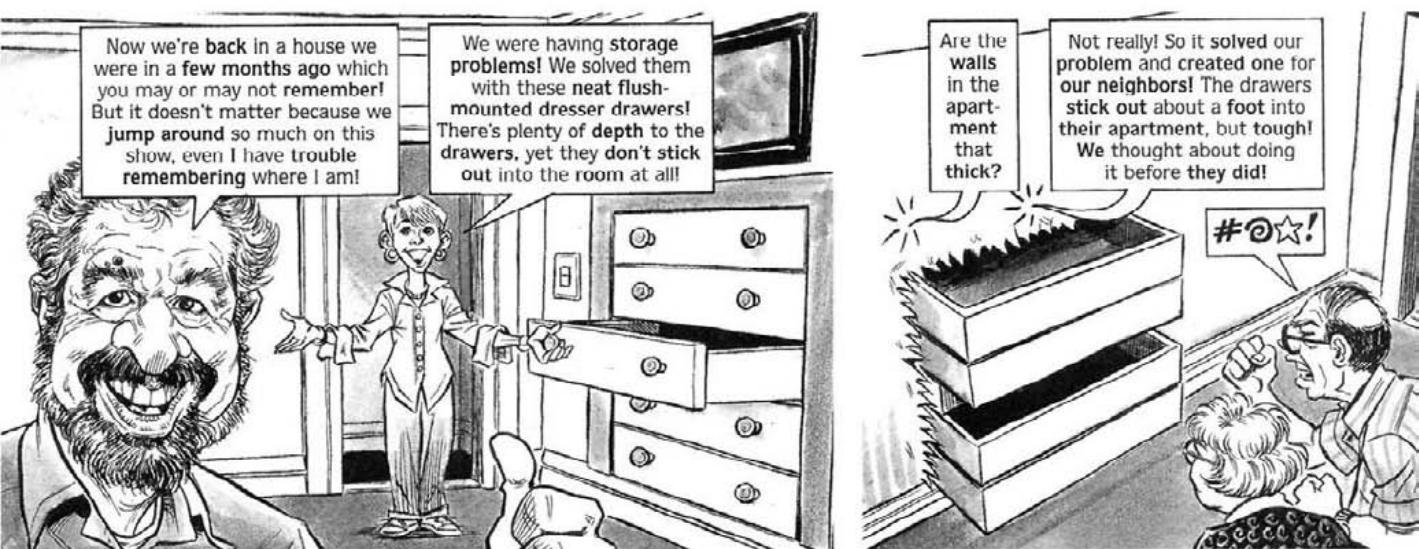
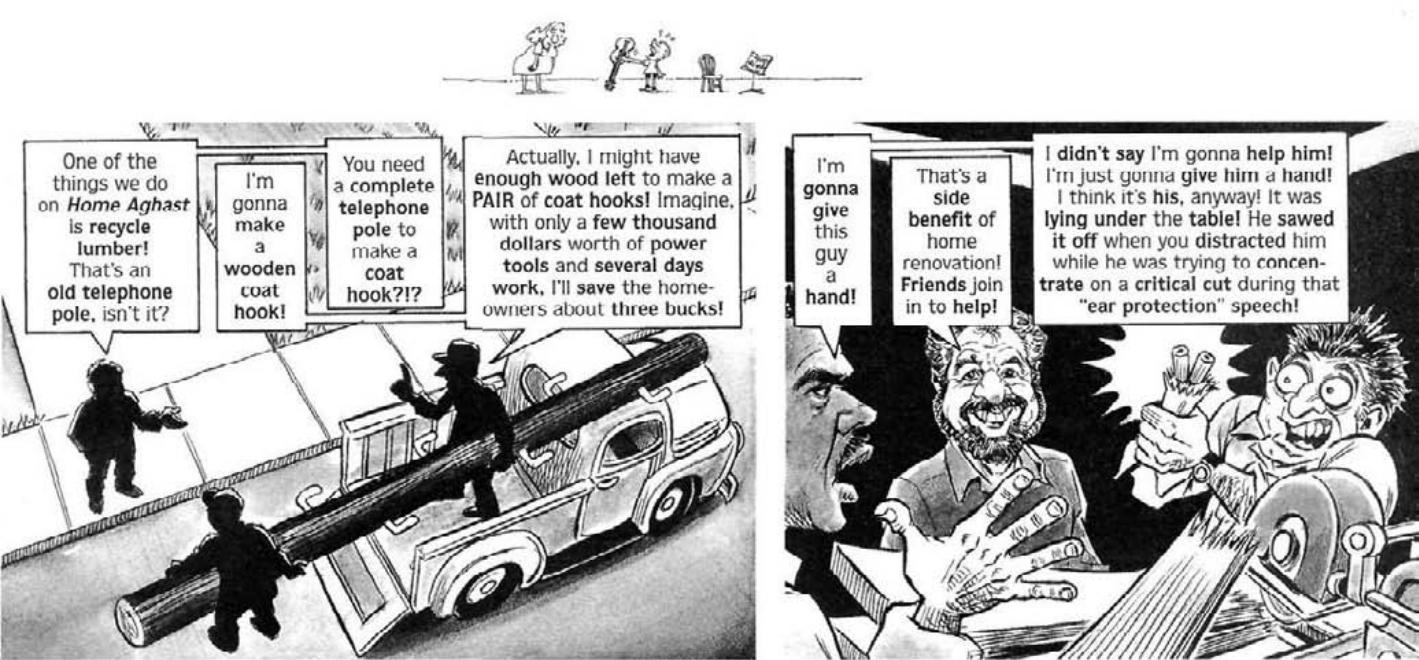
No, it means falling leaves, bird droppings and a flooded basement! That's why we're paving over everything!

But paving everything over doesn't seem right! What about natural beauty?

Have you ever looked at cement at sunset? It's breathtaking when the sun's rays pick up the golden flecks of imperfections in the mix! I get choked up just talking about it!







Whoa! What's going on here?!

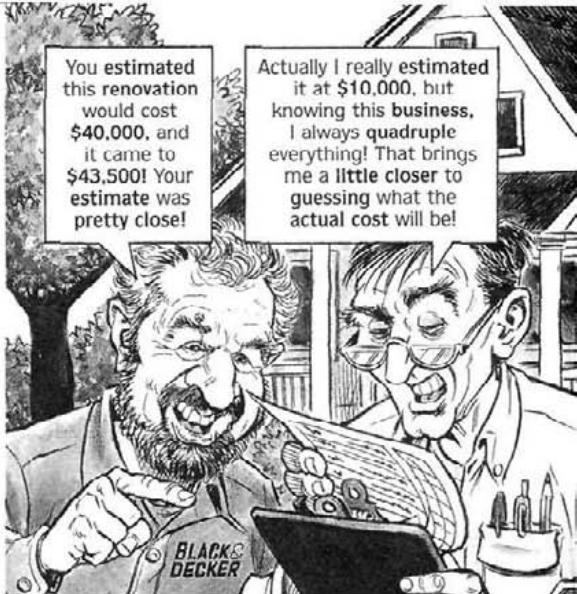
Willy couldn't hear me shout, "Watch out! You're gonna cut a power cable in two!" because he's wearing that ear protection you warned him about!

Why didn't you tap him on the head?

I did, but he didn't feel it because he's wearing that **hard hat** you warned him about last week! Seems like the more safety equipment you wear, the worse off you are!

You estimated this renovation would cost \$40,000, and it came to \$43,500! Your estimate was pretty close!

Actually I really estimated it at \$10,000, but knowing this business, I always quadruple everything! That brings me a little closer to guessing what the actual cost will be!



We hear a lot about "sweat equity"! What exactly is that?

Sweat equity is doing the labor yourself to save money!

So people on a **budget** should be prepared to put in a lot of sweat equity!

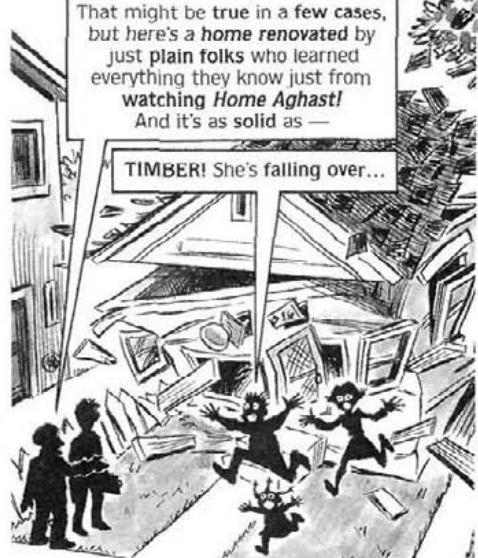
That's the **theory**, but I recommend that people with **unlimited funds** should also go the sweat equity route, because nine times out of 10 they'll screw up the job! Then they need to hire a contractor to rip out their lousy work and do the job right, which costs far more than having a professional do it in the first place!



That might be true in a few cases, but here's a **home renovated** by just plain folks who learned everything they know just from watching *Home Aghast!*

And it's as solid as —

TIMBER! She's falling over...



Actually, **THIS** home was renovated by folks who watch all those knock-off shows that try to copy mine! Putting this house back up so it stays up will be the subject of the first five minutes of next week's show! Till then, this is Bob Villa saying, "It's nice to be rich from *Home Aghast!*"





GEEK TRAGEDIES DEPT.

Aiiiiiiiiii! Hide the kids!
Batten down the hatch-
es! Run for your lives!
They're back! Here come
the dorks, morons and
nerds whose yellow teeth
and zit-covered faces fill
the rogues' gallery of
dweebs we call MAD's...

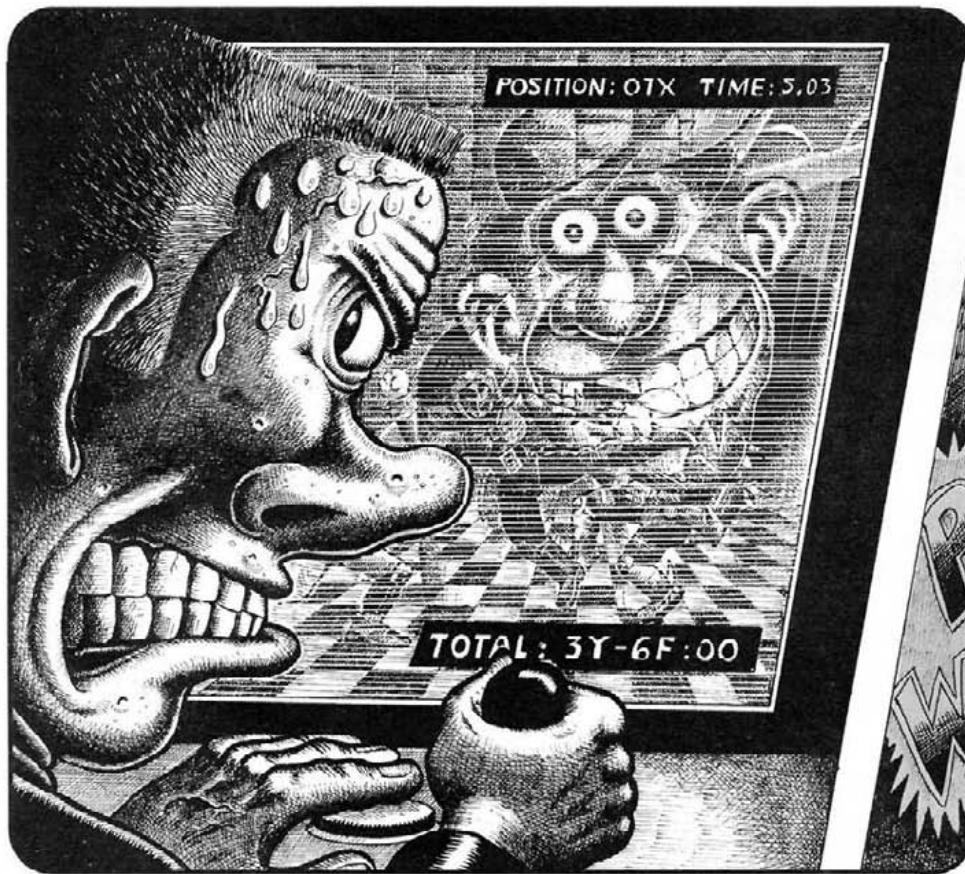


Video Arcade Personalities

VOLUME II



ARTIST: TOM BUNK
WRITER: SEAN EISENPORTH



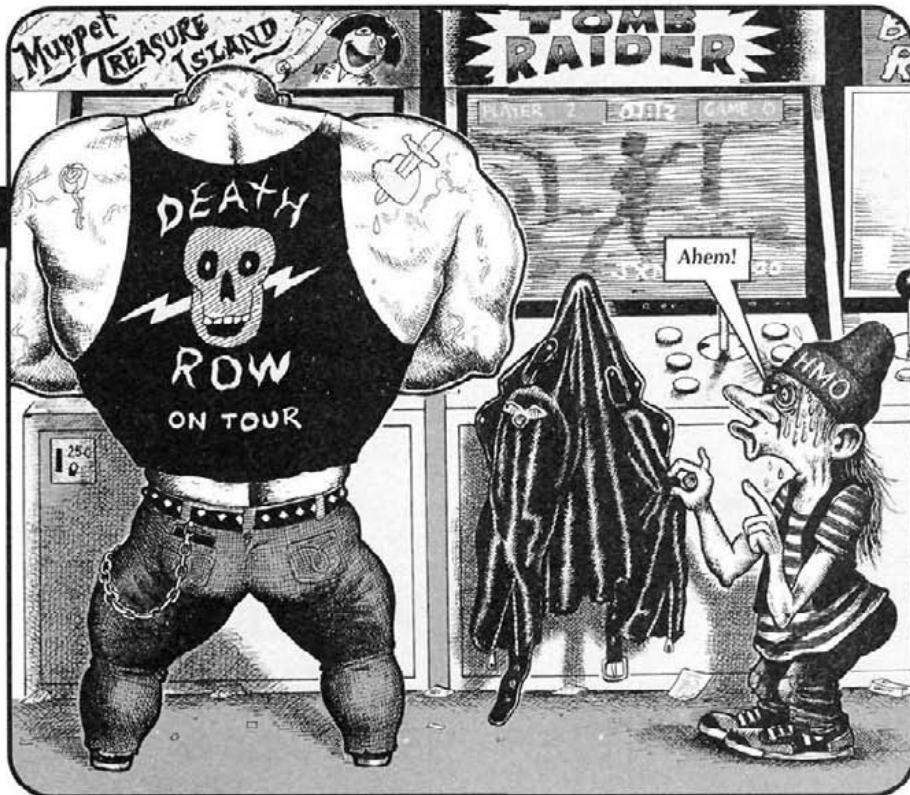
THE REFLECTOR

The one thing that arcade players fear most is the dreaded Reflector in their video game screens. Hovering close, staring over their shoulders like some anal-retentive math teacher, this clueless turd is completely unaware of his highly annoying and intrusive presence!

Video Arcade Personalities

THE COAT-HANGER

Beware The Coat-Hanger! This big gooch deliberately hangs his jacket on the joystick of the game next to him hoping that someone will ask him to remove it. The instant the request is made, The Coat-Hanger takes it as his cue to perform radical dental alterations with his steel-toe boots on the poor schmuck who asked him!



THE LIVING DEAD

She's got no pulse!
She's got about as
much brain wave
activity as a
Twinkie! She is The
Living Dead! Hey,
you'd turn into a
mindless, drooling
zombie too if the
entire purpose of
your failed and
bleak life was to
hand out change all
day to a perpetual
parade of illiterate,
unwashed freaks!

THE CURSOR

You can't always see
The Cursor, but you can
always hear him! This
profane pinhead feels
compelled to make his
fury known to everyone
in the arcade! And the
comedic irony of it all
is that no matter how
much he is enraged by
any one particular
game, he continues to
plop quarters into it!
Sheesh! Talk about your
pathetic codependent
relationships!



VITTING TIME

NO NO NO! Ya hafta hit the "kick" and "defense" buttons at the same time, then go  to do the
INVERTED CARTWHEEL ROUND-HOUSE POWER KICK OF DEATH!!



RED TAPE

THE ADVISOR

The Advisor runs around the arcade spewing his unsolicited advice to many a captive audience. This well-meaning but utterly misguided cretin has made it his life's mission to correct any and all game-playing errors he sees. He has to somehow occupy his time — ever since the editors of the video game magazines stopped printing his obnoxious letters!



GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to sign off for the last time!

THIS MONTH'S FUTURE AUTOPSY RECIPIENT:



DAVID LETTERMAN

CAUSE OF DEATH

ODDS

Gunned down by a competent female stalker	3:1
Struck in head by canned ham thrown back from bored audience	5:1
Stupid Pet Trick gone horribly wrong	6:1
Slain by a jealous Mujibur (upset over Sirajul getting more air time)	7:1
Head-on collision while on car phone being asked to host the Academy Awards again	5,499,267:1

Top Ten Reasons My Ratings Are Trailing Who's The Boss Reruns

Top Ten Jokes I Repeat Ad Nauseam

Top Ten Ethnic Groups I Ridicule, Ridicule!

Top Ten Ways I've "Lost It"

IN WHAT
STAR-STUDDED AREA
HAVE SCIENTISTS
BEEN UNABLE TO
FIND ANY SIGNS OF
INTELLIGENT LIFE?

HERE WE GO WITH ANOTHER RIDICULOUS M A D F O L D - I N

Scientists have always flirted with the idea that other life forms exist outside of Earth, but no firm evidence has ever been produced. There is one place that scientists have studied extensively, each time reaching the same conclusion. To find out where this search for intelligent life has gone unfulfilled, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



PLANNED SEARCHES FOR INTELLIGENT LIFE HAVE MET
HONEST FAILURE SO FAR. REGARDLESS OF THE BALLY-
HOO BY PUBLIC RELATIONS SPIN-MEISTERS
WORKING OVERTIME, RESULTS HAVE NOT BEEN GOOD

A

ARTIST AND WRITER: AL JAFFEE

B

ZELINSKI & JARVIS

THE

THE YOUNG INTERNS

